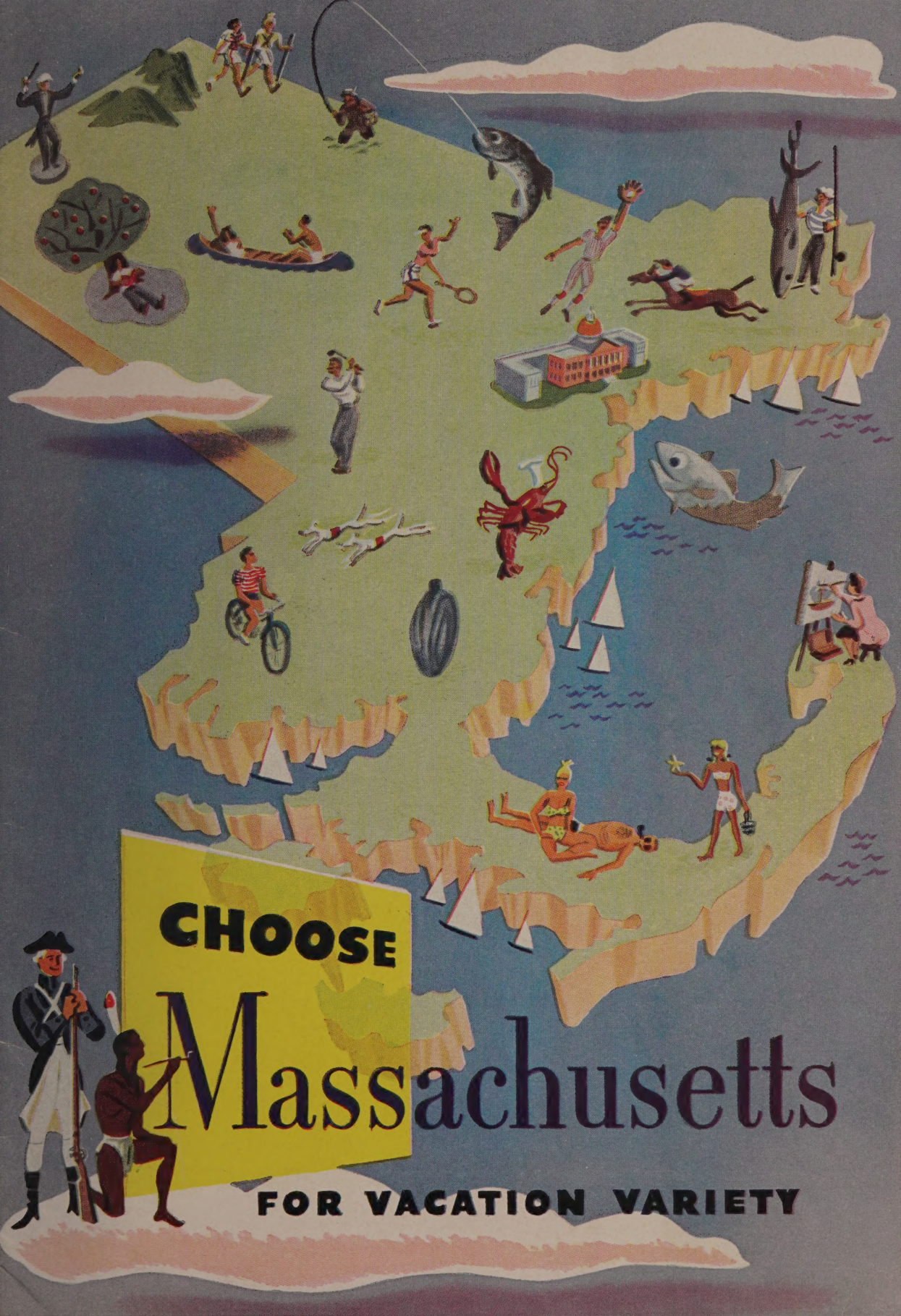




CHOOSE

Massachusetts

FOR VACATION VARIETY



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"THE COMPLETE *Vacationland*"

Sea and field and mountain vie with sunny beach and snowy slope. Peaceful country roads wind near broad modern highways. Restful solitude and the goodfellowship of social resort life . . . browsing among old shops and houses and wandering through three hundred-odd years of history . . . battling with creatures of the deep off-shore on the broad Atlantic . . . bathing . . . hiking . . . skiing . . . boating. All these can be part of a year-round variety vacation in Massachusetts . . . complete variety of things to do and places to go. Any *one*, a complete vacation by itself . . . *elsewhere!*

This endless variety brings visitors back from season to season, from year to year and generation to generation. For, Massachusetts is inexhaustible . . . and time spent here is time which people long remember!





IF YOU LIKE THE SEASHORE *Choose . . .*

MASSACHUSETTS

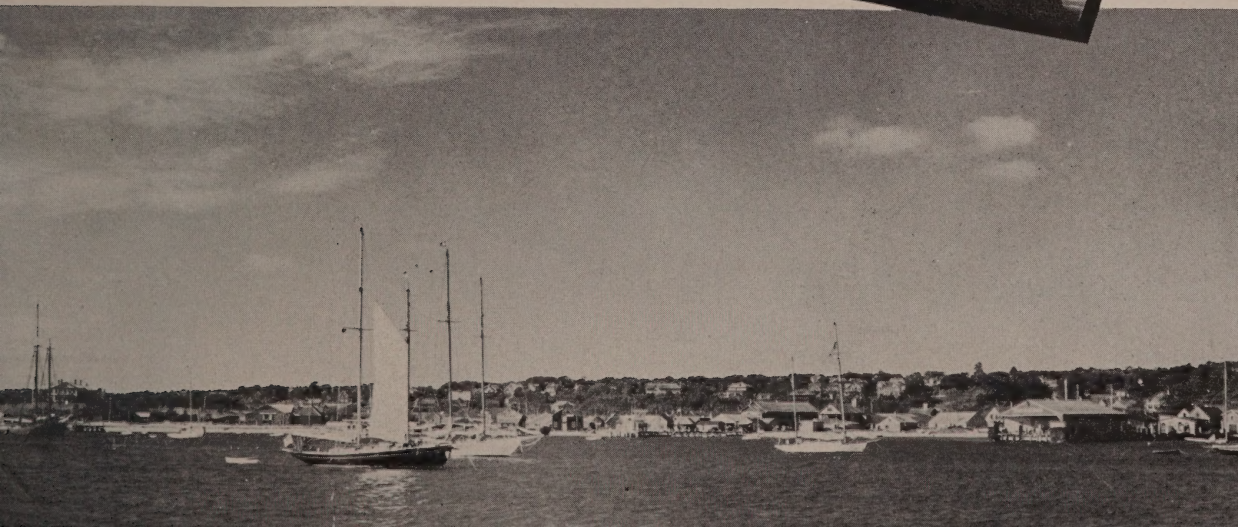
Down in the southeast corner of the State; "the Cape" curves a hundred miles into the Atlantic. Scarcely eight miles wide at some points, Cape Cod and its neighboring islands of Nantucket and Martha's Vineyard symbolize the close relationship of Massachusetts and the sea. Stretching up through the South Shore and the North Shore, the



Below:
*Vineyard Haven, Martha's
Vineyard*

Top right:
Nantasket Beach

Lower right:
*Rugged Coast and Surf,
Cape Ann*



twenty-two hundred mile coastline is a summer vacationist's paradise. Ocean breezes cool the sunny beaches all summer long. You'll spend golden days bathing in bracing salt water, spend velvet nights dancing in the smart clubs and resorts that dot the shore. Try your skill with surf-board or aquaplane . . . fish for striped bass, cod, bluefish, or giant tuna, surfcasting on the broad beaches or trolling offshore. Ski in mid-summer, on the tricky surface of a grassy dune. And be sure your fun on the beach includes at least one real Massachusetts clambake, with clams and lobster steaming in the salt sea weed.

Good Harbor Beach, Gloucester





Left:
Rafe's Chasm, Magnolia

Below:
*Artists at Provincetown and
Plymouth Harbor*



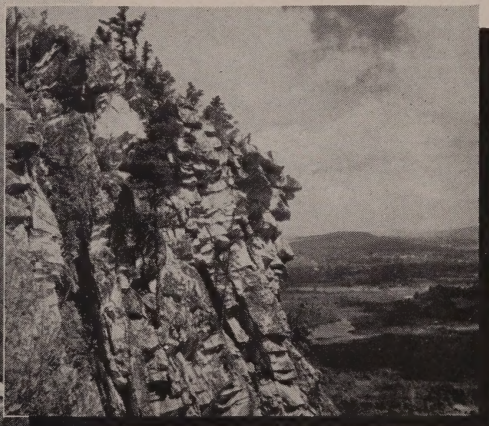
As you move north from the South Shore up Gloucester way, you'll find rocky headlands alternating with white sandy beaches. Wherever you go you'll feel the lure of the sea, that drew generations of Massachusetts men toward the horizon. It will fascinate you too . . . and once you've summered on the coast, the urge to come again will always be with you.



Choose **IF THE COUNTRY IS FOR YOU** **MASSACHUSETTS**

Inland from the North Shore in the Merrimac Valley, you gradually leave the sea behind. Traces of the "China Trade" in furnishings and fittings of estate and farmhouse thin out and disappear until the old colonial rural atmosphere seems to take you thousands of miles from the ocean. Here, and westward through the Pioneer Valley and the Berkshires, is a region of friendly inns, trim houses, leisurely rivers

Left:
Farm Lands in Pioneer Valley



*The Great Stone Faces, Monument Mt.
in the Berkshires*



Peaceful Country Scene, Sudbury



The Old Mill, Sudbury

and drowsy country lanes. In the low rolling hills of Central Massachusetts, less than three hours by train and one by air from New York City, are over fifty beautiful resort centers. At Greenfield the Mohawk Trail leads you into the Berkshire country. Excellent picnicking and camping facilities make this region of mountain and valley ideal for the casual tourist who likes to spend much of his vacation on the road. Enjoy the annual musical festival at Tanglewood in Lenox.

Covered Bridge, Charlemont



Choose FOR THE CHARM OF THE OLD
MASSACHUSETTS





*The House of Seven Gables,
Salem*



Early American Doorway, Deerfield

Everywhere in Massachusetts, old houses, old customs and old tricks of speech survive. Since 1620 each generation has left its mark. In Boston, narrow old streets and historical landmarks mingle with modern structures, parks and thoroughfares. Lavender glass still gleams in the windows of Beacon Hill and Louisburg Square. On the Cape and the islands, old houses of the authentic Cape Cod variety abound . . . still lived in, still useful through centuries of simple life. On Nantucket, East Mill grinds corn today with its ancient wooden machinery. Longfellow's Wayside Inn stands much as it always did in South Sudbury, its charming colonial rooms still used by guests, its kitchen and taproom, old stone bridge and spillway intact. At Harvard College you'll see classrooms dating back to the early eighteenth century, and books that John Harvard studied in 1636. Almost every town has its museum of curios of the past . . . and anywhere you're apt to find old classic silverware, pewter and furniture that would be a collector's item, were it not in daily use.



Frary House, Deerfield



Old State House, Boston



IF AMERICA'S HISTORY THRILLS YOU
Choose MASSACHUSETTS

History started early here. In Martha's Vineyard, on the island known as No Man's Land, Leif Erickson left a stone marker . . . *nine hundred years ago* On the tip of the Cape in Provincetown the Pilgrims signed the Mayflower Compact . . . at Plymouth the Rock still lies near the sea. In Pilgrim Hall you'll see the Bradford Family bible, Priscilla Mullins' spinning wheel and Myles Standish' Damascus blade. The bones of all who died the first grim year rest on Cole's Hill. Hemmed in by offices and stores, Boston's Old State House still stands. The Lion and the Unicorn, symbols of a loyal colony of the Crown, surmount its facade . . . and before it a little circle of cobblestones marks the site of the Boston Massacre. Not far away is Old North Church, whose belfry lights warned Paul Revere.

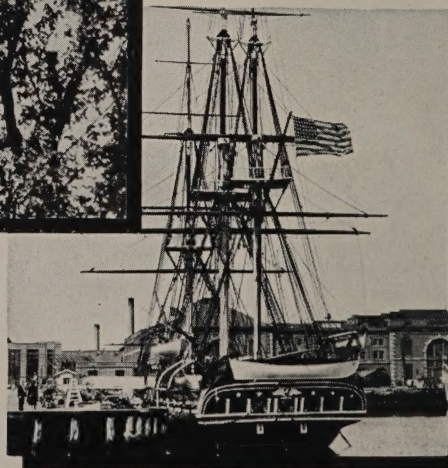


Left:
Paul Revere House, Boston

Center:
Minute Man, Concord



Below:
USS Constitution, Old Ironsides



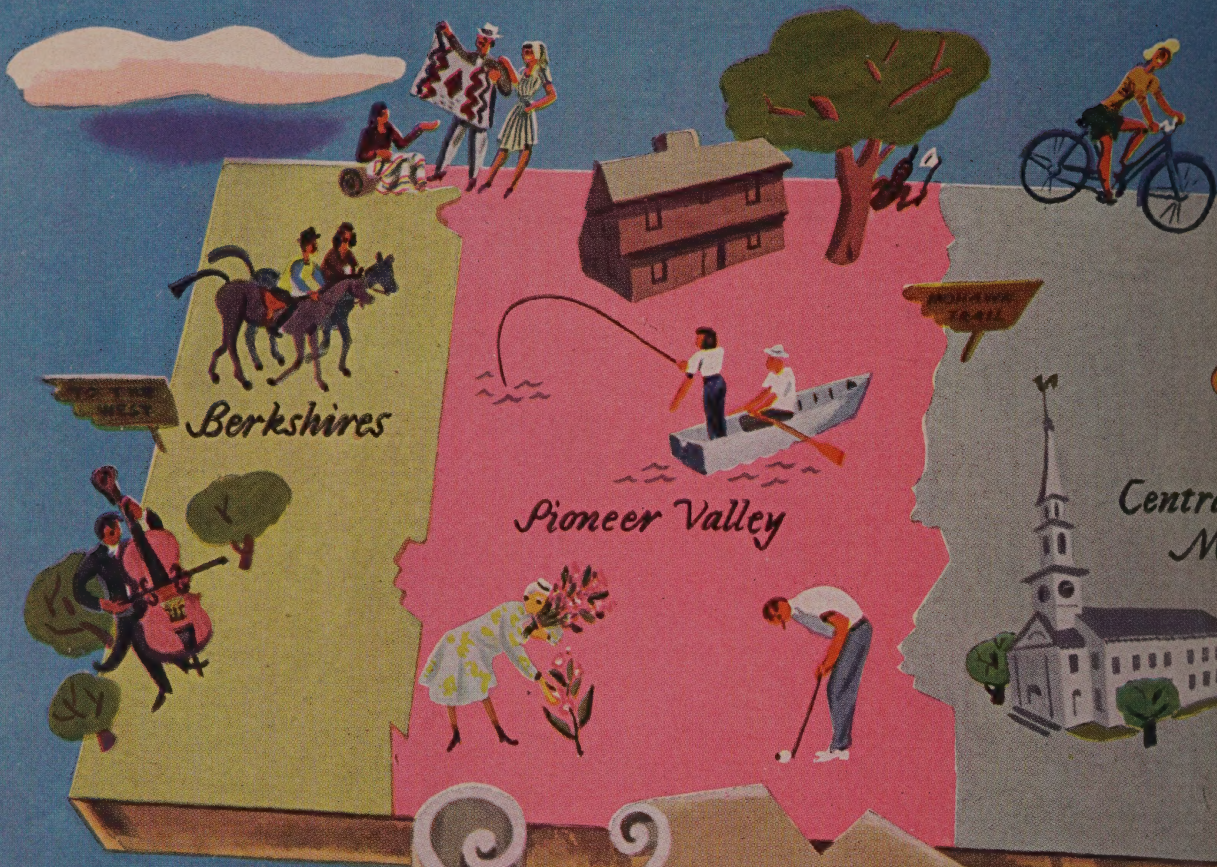


Faneuil Hall, Boston, The Cradle of Liberty

In Cambridge, Washington mustered his troops. Captain Parker's words ring out, inscribed on stone at Lexington . . . "if they mean to have a war, let it begin here!" . . . the Minuteman stands in Concord. Salem's Gallows Hill and Witch Jail remind us of more superstitious days. In Deerfield are many relics of the famous massacre, and its mile-long main street has hardly changed since painted warriors burned and killed. History comes alive in Massachusetts . . . where so much of it was lived.

*Bunker Hill Monument,
Charlestown*





Berkshires

Pioneer Valley

Centra
M

VACATIONLANDS
OF
Massachusetts





Merrimac Valley

North Shore

Boston & Vicinity

MASSACHUSETTS BAY

South Shore

CAPE COD BAY

Southern Massachusetts

Cape Cod

Martha's Vineyard

Nantucket

ATLANTIC OCEAN

Gus. Rimboud

P
FOR SCENIC SPLENDOR
Choose **MASSACHUSETTS**





Late Afternoon, Ipswich River



Bash Bish Falls, Western Mass.



*Blooming Mountain Laurel on
Mr. Everett*



Picturesque River Valley

From the bright sweep of the sea to the mountains in the west, nowhere is the variety of Massachusetts more striking than in the beauty of its scenery. Sandy dunes and weathered wharves vie with the rocky grandeur of rugged coast. Softly rolling hills contrast with the dizzying heights of the Berkshires. Quiet rills and streams lie placid near the dramatic plunge of 195 foot Bash Bish Falls near Great Barrington.



Old Morher Ann, Gloucester

Don't miss the panoramic view of the Pioneer Valley, that rewards a climb to the summit of Mt. Tom at Holyoke . . . enjoy the secluded academic charm of famed old campuses . . . See the glorious Laurel Festival at Westfield . . . let the beautiful Mohawk Trail thrill you with its frequent sudden surprises of opening vistas.

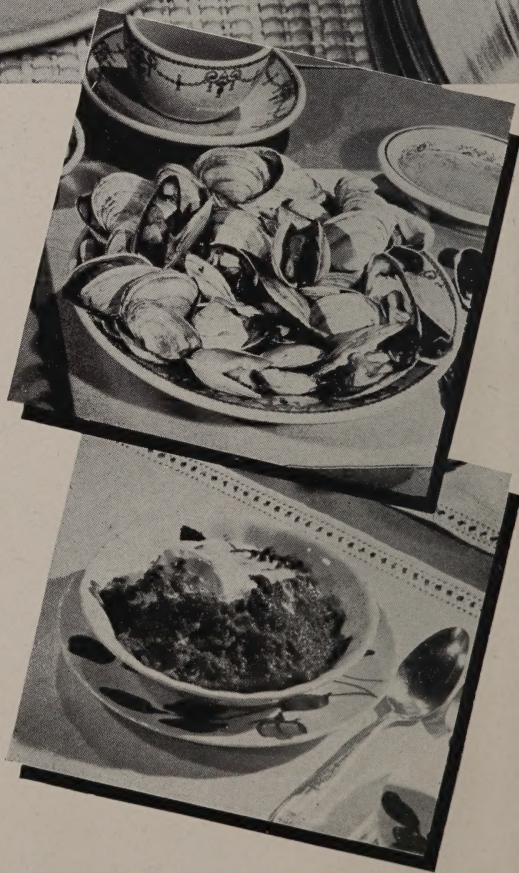
Changing seasons transform every splendor too. The visitor who sees Massachusetts aflame with foliage in the fall sees beauties the summer vacationist never imagined . . . and the blue shadowed snow on hills and slopes is another beauty once again.

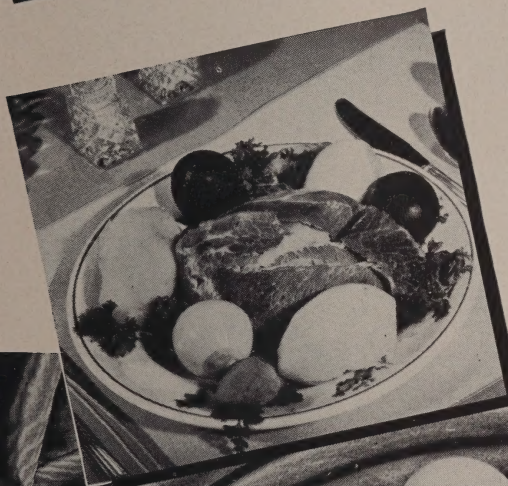
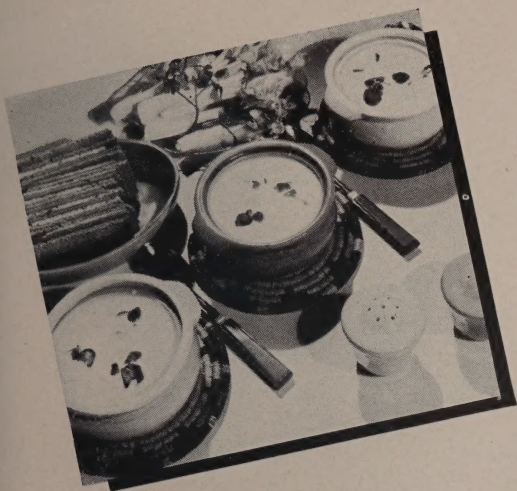
FOR FAMOUS FOOD . . .
Choose . . . MASSACHUSETTS





When you think of Massachusetts, do you think of "the bean and the cod?" It may sound startling for breakfast, but the combination of beans served steaming in the pot with smooth-textured codfish cakes and hot brown bread, like many another quaint Bay State custom, is one you'll quickly come to enjoy. Try other gustatory oddities you've never tasted elsewhere . . . baked Indian Pudding, for example. The sea food of Massachusetts is justly famous. Cooked fresh from the sea, it has an unmatched





able tang. Choose your own gleaming green lobster swimming in its native salt water . . . then enjoy it broiled or boiled or baked, preferably after steamed clams, Cotuits on the half-shell or Quahaug chowder. Or have them all cooked together, steamed on the beach in seaweed in a traditional Massachusetts clambake. And, whether it's fish, flesh or fowl, the wide variety of fresh native fruits and vegetables of Massachusetts will add extra delight to your favorite menu.



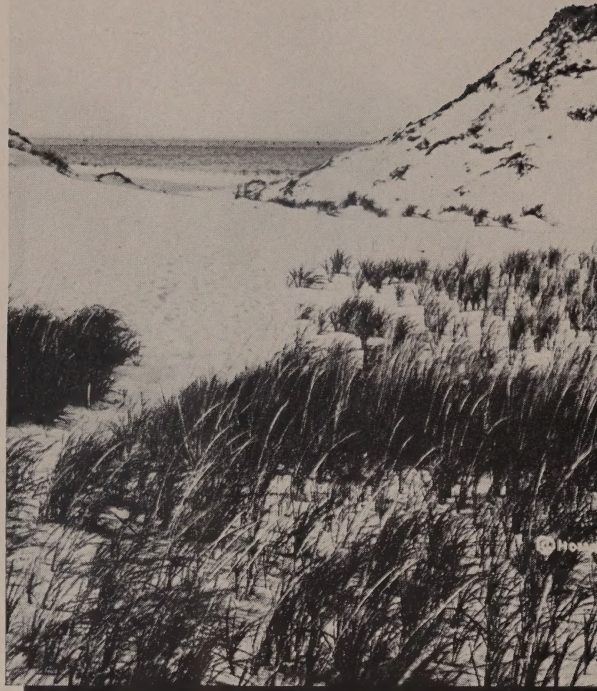


FOR REFRESHING CLIMATE

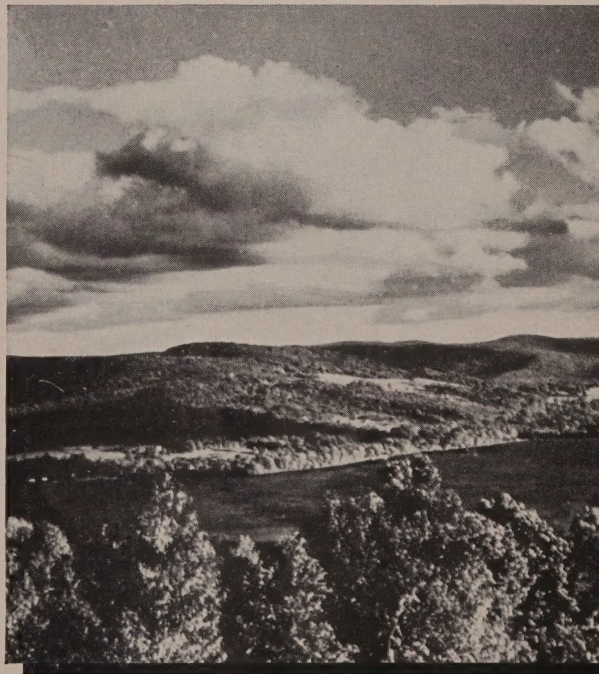
Choose

MASSACHUSETTS

You'll discover that Bay Staters are fond of their varied climate . . . and soon you'll agree that they have reason to be. The average temperature in mid-July is a cool 72 degrees . . . and at either end of the summer season come the longest of Springs and Falls, when sunshine and coolness blend into the most brisk and invigorating of climates. You'll always enjoy the fresh sweetness of country air or the brisk salt tang of the sea, as ocean breezes fan the warm sunny beaches and sweep inland through the hills and valleys of the central and western areas. With sunset the long pleasant twilight begins, adding many hours of outdoor fun and enjoyment . . . and evening ends with sea or field or mountain bathed in the strange beauty of bright moonlight. When winter comes it's cold, with plenty of snow and ice . . . and frosty days spent on snowy slopes and frozen ponds wind up before roaring fires in camp or skiing lodge.



Sand Dunes, Cape Cod



Lake Nestled in the Hills



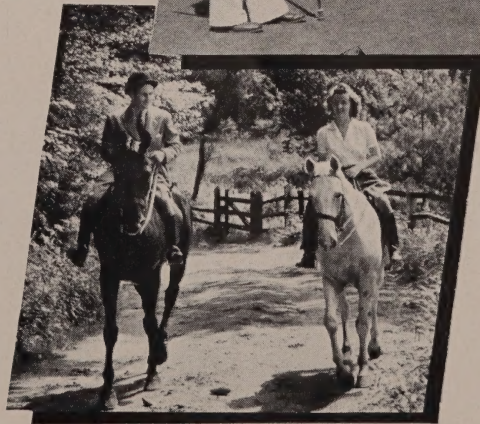
FOR THE SPORT YOU LIKE BEST

Choose

MASSACHUSETTS



Besides its beaches, unexcelled for seashore sports, Massachusetts offers facilities for every type of equipment recreation . . . riding stables and bridle paths, golf courses and tennis courts, world-renowned yachting centers with anchorages and docks for hundreds of craft. In the Berkshires the skier finds overnight accommodations, trained instructors and slopes for every degree of skill. Enthusiasts of rod and gun find well-stocked streams and superb upland country. Name your sport . . . you'll enjoy it at its best in Massachusetts!





TO REST AND RELAX

Choose MASSACHUSETTS

A vacation in Massachusetts can be as full of activity . . . or loafing . . . as you like. You'll find that even at the largest resorts, people will respect your privacy if you wish. Wherever you go, you'll discover unexpected oases of the quiet and seclusion you're apt to miss on most vacations. And because of the variety the Bay State offers, you'll find an occasional change of scene will make your rest doubly refreshing . . . make relaxing truly recreational.



TO GUIDE YOU

*Booklets and Folders designated below
may be obtained by writing direct to
the various agencies shown.*

Some Facts About Massachusetts; Tourist Map; Ski Guide; Directory of Summer Camps; Regional lists—Hotels and Tourist Homes in Massachusetts; Salt Water Fishing Guide; Massachusetts Development and Industrial Commission, State House, Boston 33, Mass.

Route Map of Massachusetts; Massachusetts Department of Public Works, 100 Nashua St., Boston, Mass.

System Route Map; Travel Information Booklet; Metropolitan Transit Authority, Park Square Bldg., Boston 16, Mass.

Gray Line Seeing Boston Sightseeing Folder; Gray Line New England Motor Cruise Folder; Rawding Lines, Travel Information on Nova Scotia & New Brunswick Tours; The Gray Line Inc., Copley Plaza Hotel, Rm. 19, Boston 16, Mass.

"Where to Shop and Where to Stop in Boston and Along New England Motor Trails" (27th Annual Edition); Women's City Club of Boston, 40 Beacon St., Boston 8, Mass. (50¢ in coin, plus 3¢ stamp).

Picture Maps of Boston with Revere's Ride including Guide Maps of Boston and Cambridge (50¢); "A Guide Book of Boston (50¢)"; Maps of Historic Boston and Old Cambridge (10¢); Robert M. Winn, 74 Lincoln Ave., Wollaston, Mass.

Summer in Southern New England; Pilgrim Tours; Key Booklets of Vacation Areas:—Boston, Cape Cod, Martha's Vineyard, Nantucket, and The Berkshires; New Haven Railroad Travel Bureau, Main Waiting Room, Grand Central Terminal, New York, N. Y.

Something Old, Something New, That's Boston; Street Map of Boston; You're Going to Like Boston; Convention Bureau, Chamber of Commerce, 30 Federal St., Boston 10, Mass.

Amoco Road Map of Massachusetts—Connecticut and Rhode Island; Fascinating Trips to Historic Spots in and About Boston; American Oil Co., Park Square Bldg., Boston 16, Mass.

This Week in Boston; published weekly at 58 Geneva Avenue, Boston, Mass.

Recreation Film Directory; New England Vacations; Skier's Guide to New England; Hunting and Fishing Guide; Sources of New England Arts and Crafts; Summer Study Booklet; New England's Art Museums and Historic Houses; New England Council, Statler Bldg., Boston 16, Mass.

Massachusetts Bay Cruises; Boston to Provincetown; Boston Provincetown Steamship Line Inc. Foster's Wharf, Atlantic Avenue, Boston 10, Mass.

Shell Road Map of Massachusetts—Connecticut and Rhode Island; Metropolitan Map of Boston and Cape Cod; Tour Tips Booklet; Shell Dealers and the Shell Touring Service, 50 West 50th St., New York, New York.

Historic Points Near the New Ocean House; Swampscott Scenes; New Ocean House, Swampscott, Mass.

This is Malden; Chamber of Commerce, Malden, Mass.

Lexington, A Guide to the Birthplace of American Liberty; Chamber of Commerce, Lexington, Mass.

Gloucester—Spend Your Vacation on the Famous North Shore of Massachusetts; The Cape Ann Trail; Tourist Guide; Chamber of Commerce, Gloucester, Mass.

Rockport Welcomes You; Board of Trade, Rockport, Mass.

Salem Maritime National Historic Sites, Dept. of the Interior, Nat'l Park Service; Streets and Homes in Old Salem (15¢); Historic Salem; Chamber of Commerce, Salem, Mass.

Peabody Museum Circular of Information; Peabody Museum, Salem.

House of Seven Gables; House of Seven Gables, Salem, Mass.

Visitors Guide to Salem; Essex Institute, Salem, Mass.

A Reference Guide to Salem, 1630 (25¢); The Pioneers' Village; Pioneers' Village Lessees, 290 Essex St., Salem, Mass.

Photographs from the Old Witch Jail and Dungeon; 4 Federal St., Salem, Mass. (10¢ per set.)

Beverly, Birthplace of the American Navy; Historic Beverly Itinerary; Chamber of Commerce, Beverly, Mass.

Historic Plymouth; Tourist Guide; Plymouth Colony Association, Plymouth, Mass.

Cape Cod Directory; Cape Cod Map; Cape Cod Indian Summer Folder; Cape Cod Chamber of Commerce, Dept. 48 M.D., Hyannis, Mass.

Descriptive Booklet of Martha's Vineyard; Hotel Association, Martha's Vineyard, Mass.

Interesting Facts of New Bedford; Board of Commerce, New Bedford, Mass.

Historic Provincetown Calls You; Town Criers, Provincetown, Mass.

Nantucket Island, Thirty Miles at Sea; Information Bureau, Nantucket Island, Mass.

Oak Bluffs; Information Bureau, Box Q, Oak Bluffs, Mass.

Nature's Gift to New England; Times Publishing Co., 363 Main St., Webster, Mass.

The Paradise of America; Chamber of Commerce, Northampton, Mass.

Vacations—1870 and Nowadays; A Decorative Map of Pioneer Valley; List of Farms and Summer Homes for Sale; Ski Bulletin; List of Pleasant Places to Stay in Cool Pioneer Valley; List of 197 Stocked Ponds and Brooks in Pioneer Valley Pioneer Valley Association, Nonotuck Bldg., Northampton, Mass.

New England Vacations; The Thrill of New Trails; Map of New England Hostels; Trail Folder; American Youth Hostels, Inc., 581 Boylston St., Rm. 36, Boston 16, Mass.

Springfield, Mass.; Chamber of Commerce, Springfield, Mass.

Berkshire Guide; Boys and Girls Camp List; Official Road Map of the Berkshires; Ski Map and Guide; Berkshire Hills Conference, Inc., Pittsfield, Mass.

The Westfield River Parkway; Westfield River Parkway Association, Westfield, Mass.

Great Barrington, Beauty Spot of the Berkshires; Road Map of Southern Berkshire County; Southern Berkshire Chamber of Commerce, Great Barrington, Mass.

FOR YOUR ENJOYMENT

Long ago Massachusetts began to set aside parks and reservations where picnickers and casual passers-by could find convenient facilities amid beautiful natural surroundings. Here these reservations, many of them linked by broad pleasant parkways, are listed, together with their locations.

ASHBURNHAM STATE FOREST

North of Lunenburg, adjacent to U. S. Route 2

LEOMINSTER STATE FOREST

West of Fitchburg, on U. S. Route 31

MT. WACHUSETT RESERVATION

Southeast of Leominster State Forest

DOUGLAS STATE FOREST

Adjacent to Connecticut and Rhode Island State lines, on Route 17

MIDDLESEX FELS RESERVATION

North of Boston, on Middlesex Fells Parkway

REVERE BEACH RESERVATION

Northeast of Boston, on the Revere Beach Parkway

LYNN SHORE RESERVATION

In Lynn and Swampscott

BREAKHEART RESERVATION

In Saugus and Wakefield

HAROLD PARKER STATE FOREST

Andover, North Andover, Middleton and North Reading, off Massachusetts Routes 114 and 125

BOXFORD STATE FOREST

In Middleton, off U. S. Route 1

SALISBURY BEACH RESERVATION

Near the New Hampshire line on U. S. Route 1

NEPONSET RIVER RESERVATION

South of Boston

STONY BROOK RESERVATION

South of Boston

BLUE HILLS RESERVATION

South of Boston

MYLES STANDISH STATE FOREST

South of Plymouth

ROLAND C. NICKERSON STATE FOREST PARK

Near the elbow of Cape Cod, at Brewster

MARTHA'S VINEYARD STATE FOREST

In Edgartown and West Tisbury on Martha's Vineyard

NANTUCKET STATE FOREST

Center of Nantucket Island

PITTSFIELD STATE FOREST

West of Pittsfield, adjacent to U. S. Route 20

BECKET STATE FOREST

Northeast of Lee, adjacent to U. S. Route 20

BEARTOWN STATE FOREST

South of Lee, east of U. S. Route 7

EAST MOUNTAIN STATE FOREST

East of Great Barrington.

BASH BISH FALLS STATE FOREST

Southwest of Great Barrington

CHESTER-BLANDFORD STATE FOREST

East of Chester on U. S. Route 20

TOLLAND STATE FOREST

Tolland, near southern State boundary

GRANVILLE STATE FOREST

Granville, near southern State boundary

JOHN C. ROBINSON STATE PARK

West of Springfield, on Massachusetts Route 57

MT. TOM RESERVATION

North of Springfield, near Holyoke

JOSEPH ALLEN SKINNER STATE PARK

On Mt. Holyoke in Hadley and South Hadley

MT. GREYLOCK RESERVATION

South of North Adams, on U. S. Route 2

MOHAWK TRAIL STATE FOREST

East of North Adams, on U. S. Route 2

SAVOY STATE FOREST

Adjacent to Mohawk Trail State Forest

ERVING STATE FOREST

East of Greenfield, on U. S. Route 2

WARWICK STATE FOREST

East of Greenfield, on U. S. Route 2

MT. GRACE STATE FOREST

East of Greenfield on U. S. Route 2

OTTER RIVER STATE FOREST

Northeast of Gardner on U. S. Route 202

TOWNSEND STATE FOREST

North of Lunenburg, adjacent to U. S. Route 2

WILLARD BROOK STATE FOREST

North of Lunenburg, adjacent to U. S. Route 2

